



ORDER

Flight Dates **08/20/12-08/28/12**

Contract / Revision **303371 /**

Original Date / Revision
06/28/12 08/17/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # **820828**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	31	\$12,962.50	\$15,250.00	0.00	07/30/12	08/26/12	31	\$12,962.50	\$15,250.00
September 2012	6	\$2,613.75	\$3,075.00	0.00	08/27/12	08/28/12	6	\$2,613.75	\$3,075.00
Totals	37	\$15,576.25	\$18,325.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	08/20/12	08/27/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	11111--		5				\$225.00		0.00			
		Week: 08/27/12	09/02/12	1-----		1				\$225.00		0.00			
N 2	KNXV	08/25/12	08/25/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



KNXV

Print Date: 08/17/12

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Contract / Revision **303371** Flight Dates **08/20/12-08/28/12**

Hiatus Dates

Original Date / Revision 06/28/12/ 08/17/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **820828**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N11	KNXV	08/20/12	08/27/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 M----- 1 \$1,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KNXV 08/27/12-09/02/12 Monday Prime C 9pm-10pm M----- :30 (\$1,000.00) 0.00 NM Credited [Credit. Will be MG.]														
N12	KNXV	08/22/12	08/22/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 --W---- 1 \$1,000.00 0.00														
N14	KNXV	08/23/12	08/23/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ---T--- 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 08/20/12-08/26/12 Thursday Prime B 8pm-9pm ---Th---- :30 (\$1,500.00) 0.00 NM Credited														
N15	KNXV	08/24/12	08/24/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ----F-- 1 \$1,500.00 0.00														
N16	KNXV	08/26/12	08/26/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S 1 \$1,500.00 0.00														
N19	KNXV	08/20/12	08/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$150.00	P-6	0.00 NM	5	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MTWTF-- 5 \$150.00 0.00														
N20	KNXV	08/27/12	08/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 MT----- 2 \$150.00 0.00														
N21	KNXV	08/20/12	08/20/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 M----- 1 \$1,000.00 0.00														
N22	KNXV	08/20/12	08/24/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF--	:30	1	\$225.00	P-6	0.00 NM	1	\$225.00
Makegood from order# 303364 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MTWTF-- 1 \$225.00 0.00														

*Tax 1 Note: Tax 0.5%.

Totals 37 \$18,325.00